

We claim:

1. An apparatus comprising:
 - a game position marker comprised, at least in part, of electrically conductive material;
 - a first substrate comprising at least a part of a guessing game, the first substrate having a game position marker channel formed therein, wherein the game position marker channel has a width at least large enough to accommodate the game position marker;
 - a second substrate disposed proximal to the first substrate and having an access channel disposed therethrough, the access channel having a width that is, at least in part, narrower than the game position marker, wherein the game position marker is retained within the game position marker channel, at least in part, by the second substrate and wherein a narrow object can be inserted through the access channel and used to move the game position marker to different game positions within the game position marker channel.
2. The apparatus of claim 1 wherein the game position marker is fully comprised of electrically conductive material.
3. The apparatus of claim 1 wherein the game position marker is substantially disc-shaped.
4. The apparatus of claim 1 wherein the game position marker comprises a battery.
5. The apparatus of claim 1 wherein the first substrate is at least partially comprised of paperboard.
6. The apparatus of claim 1 wherein at least a portion of the game position marker channel has a substantially serpentine shape.
7. The apparatus of claim 1 wherein the first substrate further includes a plurality of holes disposed fully therethrough.
8. The apparatus of claim 7 wherein at least some of the plurality of holes correspond to a game opponent's candidate game positions.

9. The apparatus of claim 8 wherein the second substrate further includes an occluding portion that at least substantially covers at least some of the plurality of holes.

10. The apparatus of claim 1 wherein the first substrate further includes:

- a least one registration pin extending outwardly therefrom; and
- at least one registration hole formed therein;

such that the apparatus can be placed into properly alignment with another object through use of the registration pin and registration hole.

11. The apparatus of claim 10 wherein the object comprises an object that is substantially mechanically and electrically similar to the apparatus, such that the registration pin of the apparatus is placed within a registration hole of the object and the registration hole of the apparatus receives a registration pin of the object when the apparatus and the object are properly aligned with one another.

12. The apparatus of claim 1 and further comprising visually exposed game position indicators disposed to indicate candidate game positions along the game position marker channel.

13. The apparatus of claim 12 wherein the visually exposed game position indicators are disposed on the second substrate proximal the access channel.

14. The apparatus of claim 12 wherein there are at least nine visually exposed game position indicators.

15. The apparatus of claim 1 wherein the game position marker channel includes conductive material disposed proximal thereto.

16. The apparatus of claim 15 wherein the conductive material includes electrodes disposed at candidate game positions along the game position marker channel.

17. The apparatus of claim 16 wherein the conductive material further comprises conductive paths that intercouple at least some of the electrodes.

18. The apparatus of claim 15 wherein the first substrate includes at least one conductive path disposed at least partially therethrough.

19. The apparatus of claim 18 wherein the at least one conductive path operably couples to a conductive path that is disposed on the second substrate.

20. The apparatus of claim 19 wherein:

- the game position marker channel has electrodes disposed at candidate game positions therealong; and
- the second substrate has opposing electrodes disposed at candidate game positions along the access channel and substantially opposite the game position marker channel electrodes.

21. The apparatus of claim 20 and further comprising a conductive path that couples at least some of the electrodes to at least some of the opposing electrodes, such that when the game position marker is disposed between an electrode and an opposing electrode, and when the electrode and opposing electrode are simultaneously brought into conductive contact with the game position marker, an electric circuit is completed.

22. The apparatus of claim 21 wherein the electric circuit further includes an audio signal source, such that when the electric circuit is completed an audible sound is created.

23. The apparatus of claim 21 wherein the electric circuit further includes a light source, such that when the electric circuit is completed the light source illuminates.

24. The apparatus of claim 23 wherein the light source provides illumination outwardly from the second substrate.

25. The apparatus of claim 1 and further comprising a third substrate disposed on a side of the first substrate substantially opposite the second substrate.

26. The apparatus of claim 25 wherein the third substrate has images disposed thereon, at least some of which images correspond to a guessing game, which guessing game relates to a present position of the game position marker.

27. The apparatus of claim 26 wherein the third substrate further includes indicia that corresponds to candidate game positions for the game position marker.

28. An hermaphroditic guessing game apparatus to facilitate a game wherein opposing players attempt to guess a present location of a game position marker, comprising:

- a first player's game board having a game position marker movably encapsulated therein, and further having:

- on a first side thereof, a first plurality of candidate game position indicators and access to the encapsulated game position marker, such that the first player can selectively move the game position marker to a selected game position as denoted by one of the candidate game position indicators;

- on another side thereof, a second plurality of candidate game position indicators; such that when a first and second one of the game boards are properly disposed in proximity to one another, the first plurality of candidate game position indicators for the first game board are substantially aligned with the second plurality of candidate game position indicators for the second game board, and the second plurality of candidate game position indicators for the first game board are substantially aligned with the first plurality of candidate game position indicators for the second game board.

29. The hermaphroditic guessing game apparatus of claim 28 wherein the game position marker is encapsulated within a channel formed within the game board.

30. The hermaphroditic guessing game apparatus of claim 29 wherein the game position marker comprises a battery.

31. The hermaphroditic guessing game apparatus of claim 29 wherein the game position marker comprises, at least in part, electrically conductive material.

32. The hermaphroditic guessing game apparatus of claim 28 wherein the game board further includes electrically conductive paths.

33. The hermaphroditic guessing game apparatus of claim 32 wherein the game board further includes electrodes disposed proximal to each of the first plurality of candidate game position indicators, wherein at least some of the electrodes are electrically coupled to one another by the electrically conductive paths.

34. The hermaphroditic guessing game apparatus of claim 33 and further comprising a light source operably coupled to at least some of the electrodes.

35. The hermaphroditic guessing game apparatus of claim 33 and further comprising an audio source operably coupled to at least some of the electrodes.

36. The hermaphroditic guessing game apparatus of claim 28 wherein the game board is included as a promotion item within packaging for a commodity.

37. The hermaphroditic guessing game apparatus of claim 36 wherein the commodity comprises an edible commodity.

38. The hermaphroditic guessing game apparatus of claim 28 wherein the game board is disposed as a promotion item on an exterior portion of packaging for a commodity.

39. The hermaphroditic guessing game apparatus of claim 38 wherein the commodity comprises an edible commodity.

40. The hermaphroditic guessing game apparatus of claim 38 wherein the game board comprises an integral part of the packaging.

41. A method comprising:

- providing a consumer commodity;
- providing packaging for the consumer commodity;
- providing a promotional item comprising guessing game apparatus comprising:
 - a game position marker comprised, at least in part, of electrically conductive material;
 - a first substrate comprising at least a part of a guessing game, the first substrate having a game position marker channel formed therein, wherein the game position marker channel has a width at least large enough to accommodate the game position marker;
 - a second substrate disposed proximal to the first substrate and having an access channel disposed therethrough, the access channel having a width that is, at least in part, narrower than the game position marker, wherein the game position marker is retained within the game position marker channel, at least in part, by the second substrate and wherein a narrow object can be inserted through the access channel and used to move the game position marker to different game positions within the game position marker channel.